



# U.S. Army 2005 MWR Leisure Needs Survey



**Fort George G. Meade  
Maryland**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

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## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ NEXT STEPS

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

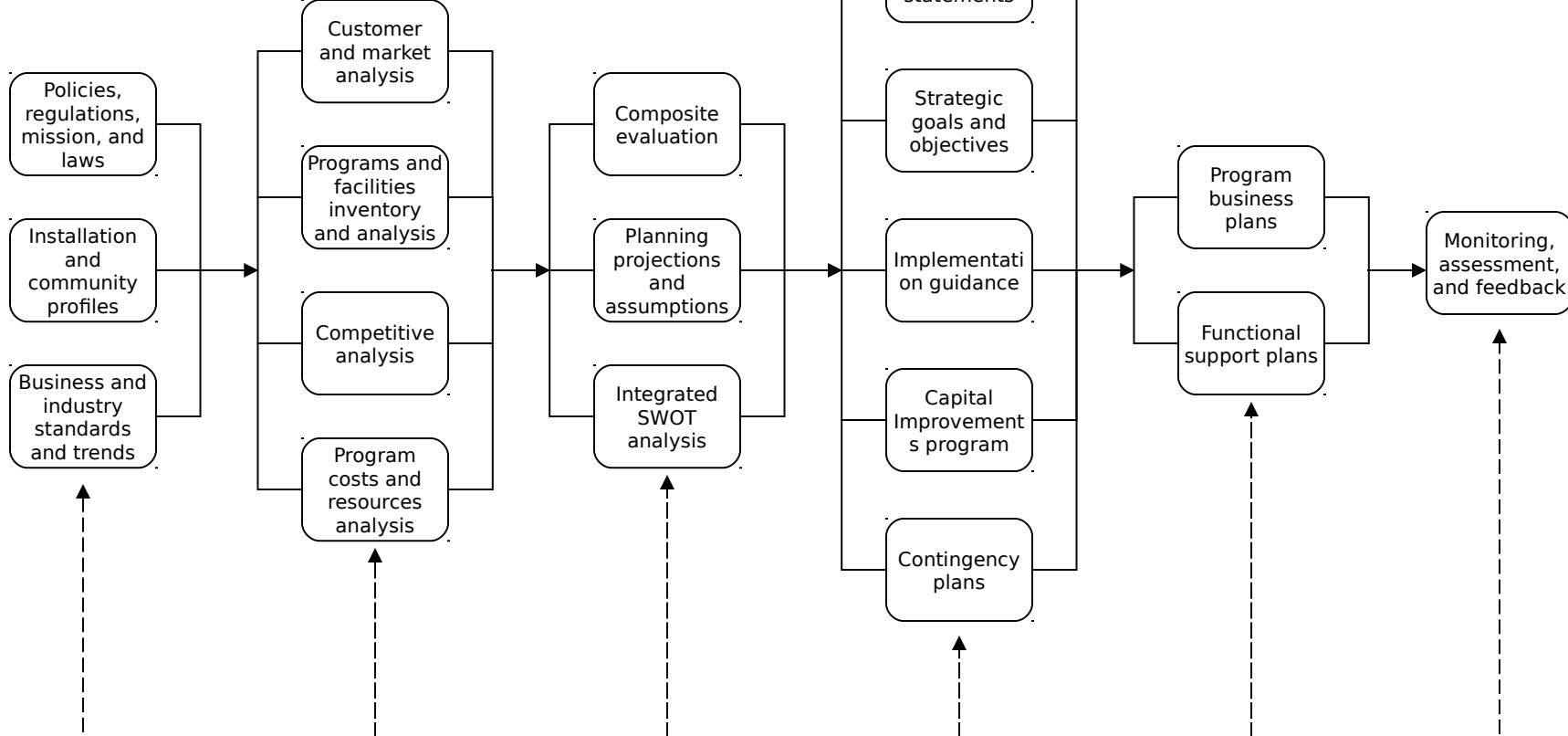
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

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## □ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,837 surveys were distributed at Fort George G. Meade



## □ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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## I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	± .43%
Ft. George G. Meade:					
Active Duty	8,572	1,229	278	22.62%	± 5.78%
Spouses of Active Duty	3,429	1,439	142	9.87%	± 8.05%
Civilian Employees	24,745	973	60	6.17%	± 12.64%
Retirees	9,789	1,196	215	17.98%	± 6.61%
<b>Total</b>	<b>46,535</b>	<b>4,837</b>	<b>695</b>	<b>14.37%</b>	<b>± 3.69%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

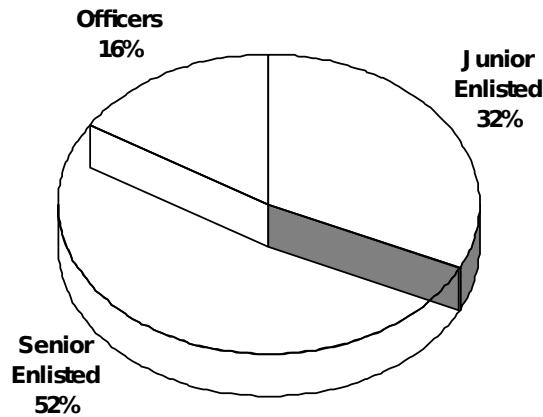
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

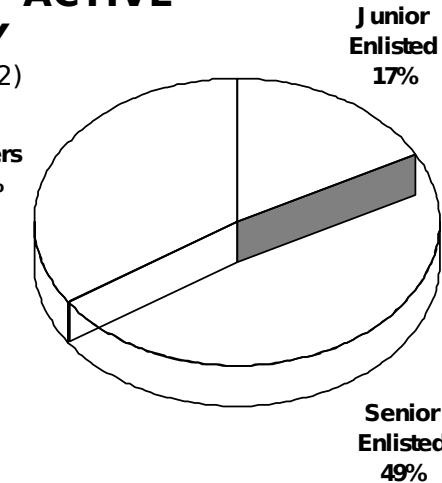
### ACTIVE DUTY

(n = 270)



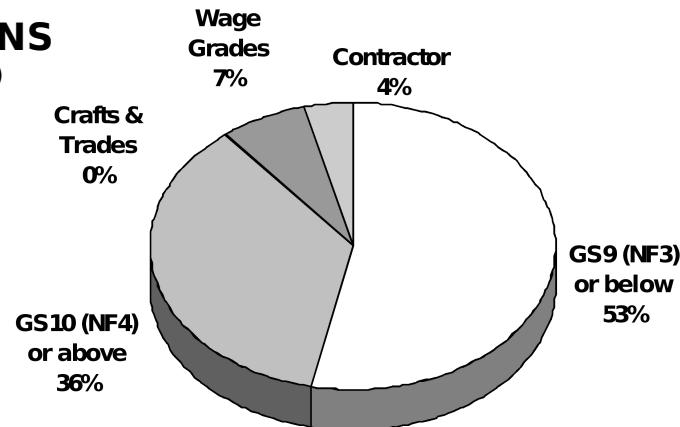
### SPOUSES OF ACTIVE DUTY

(n = 122)



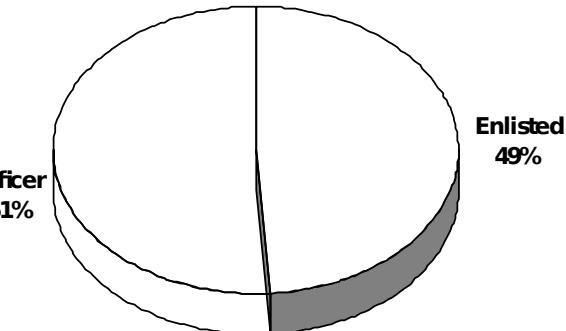
### CIVILIANS

(n = 56)



### RETIREES

(n = 172)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT GEORGE G. MEADE

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## MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	32%
ITR – Commercial Travel Agency	30%
Bowling Center	29%
Post Picnic Area	28%
Golf Course Food & Beverage	25%

## LEAST FREQUENTLY USED FACILITIES

School Age Services	4%
BOSS	6%
Cabins & Campgrounds	6%
Bowling Pro Shop	7%
Youth Center	8%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT GEORGE G. MEADE\*

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## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR – Commercial Travel Agency	4.49
Arts & Crafts Center	4.37
Golf Course	4.30
Bowling Center	4.28
Bowling Food & Beverage	4.26

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Army Lodging	3.39
Athletic Fields	3.76
BOSS	3.81
School Age Services	3.86
Outdoor Recreation Center	3.99

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT GEORGE G. MEADE\*

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## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Arts & Crafts Center	4.25
Golf Course	4.19
Automotive Skills	4.18
ITR - Commercial Travel Agency	4.16
Cabins & Campgrounds	4.15

## FACILITIES WITH LOWEST QUALITY RATINGS\*

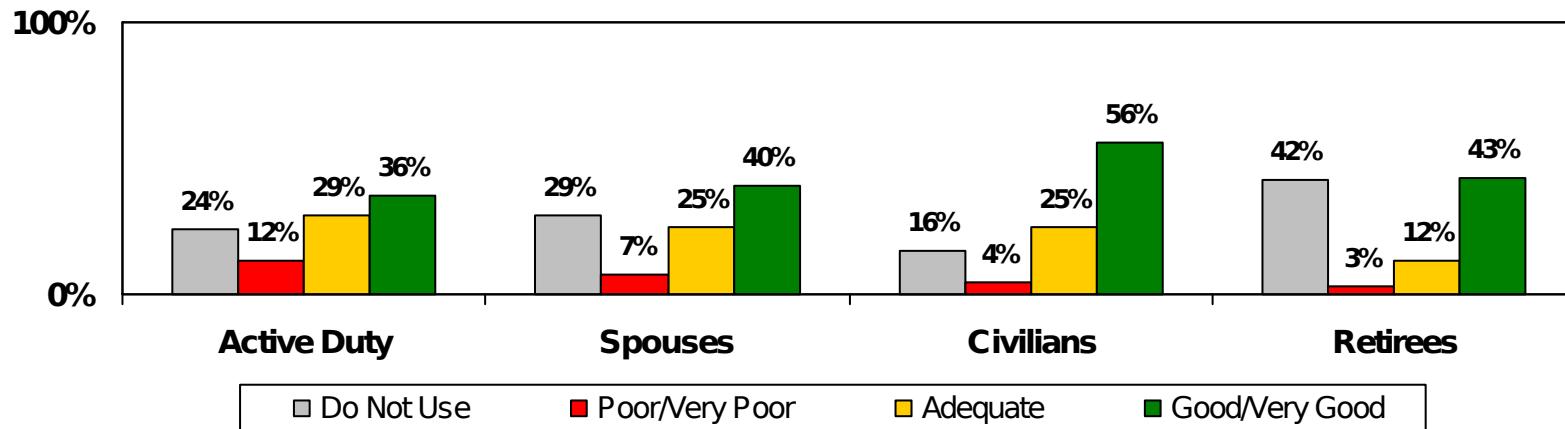
Army Lodging	3.28
Athletic Fields	3.69
BOSS	3.71
Bowling Pro Shop	3.71
School Age Services	3.78

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

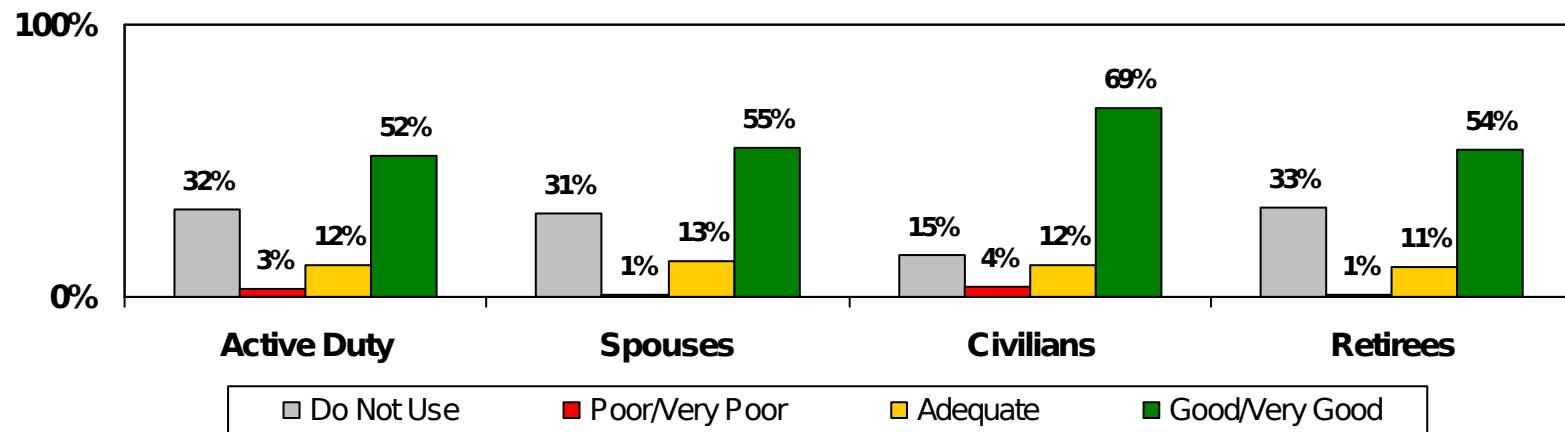
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



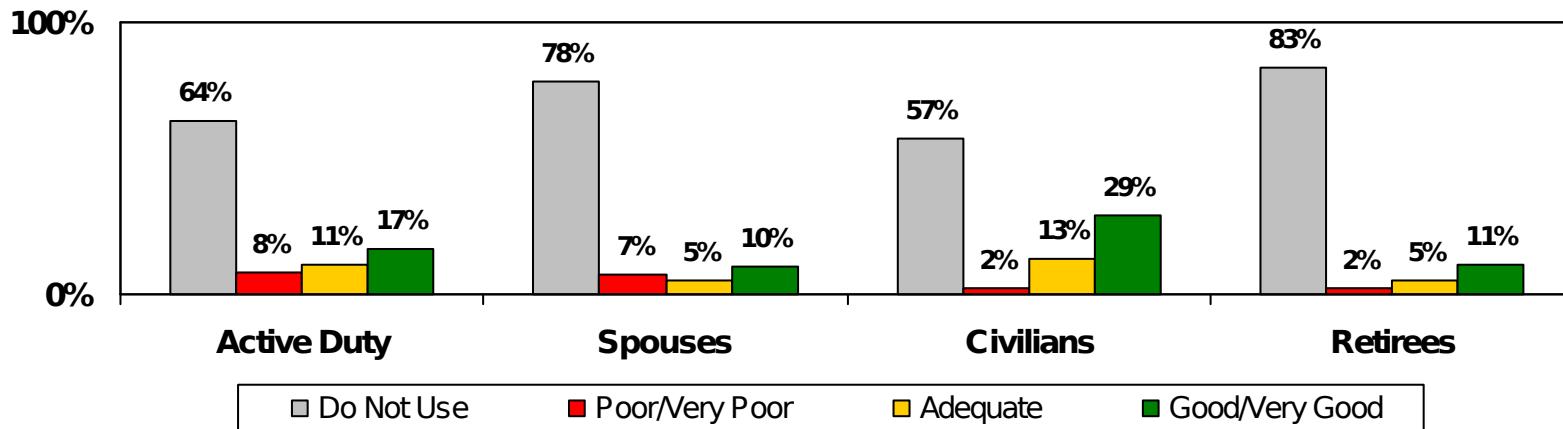
## Quality of Off-Post Services



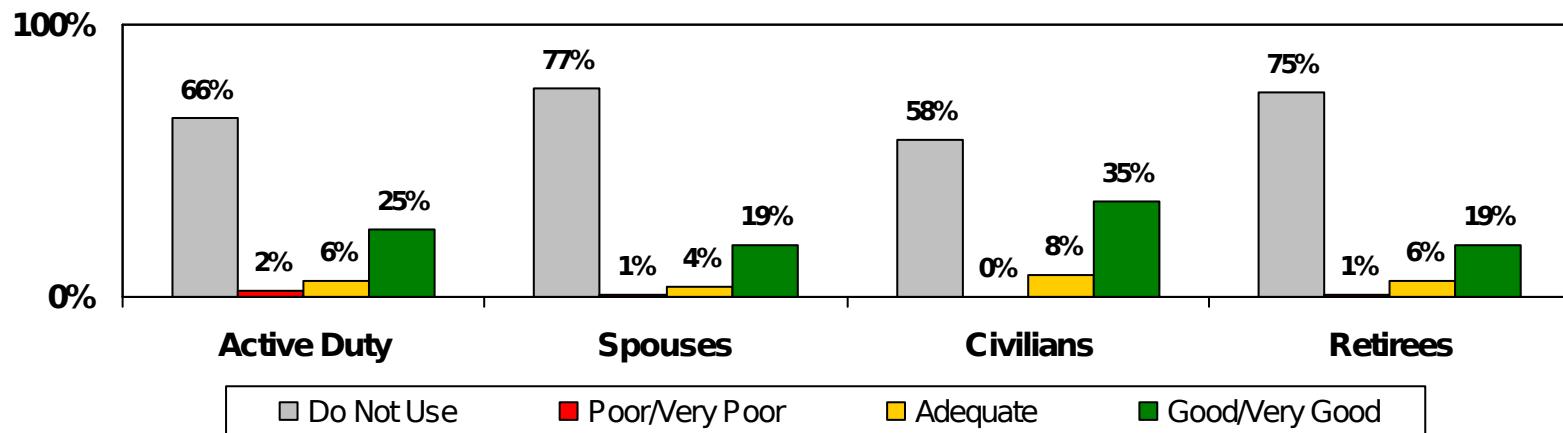
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



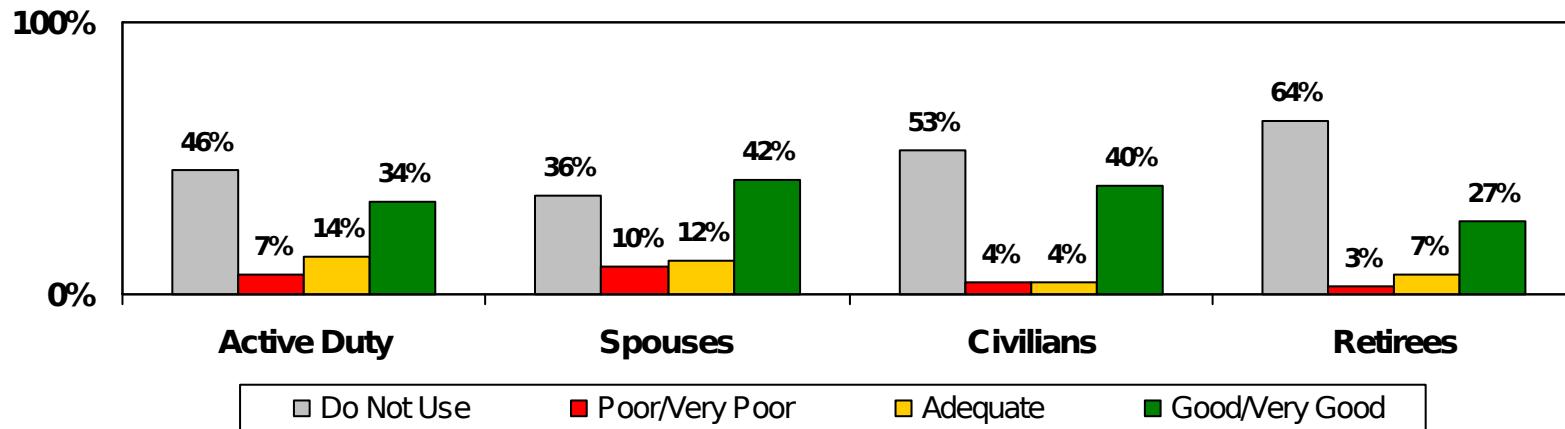
## Quality of Off-Post Services



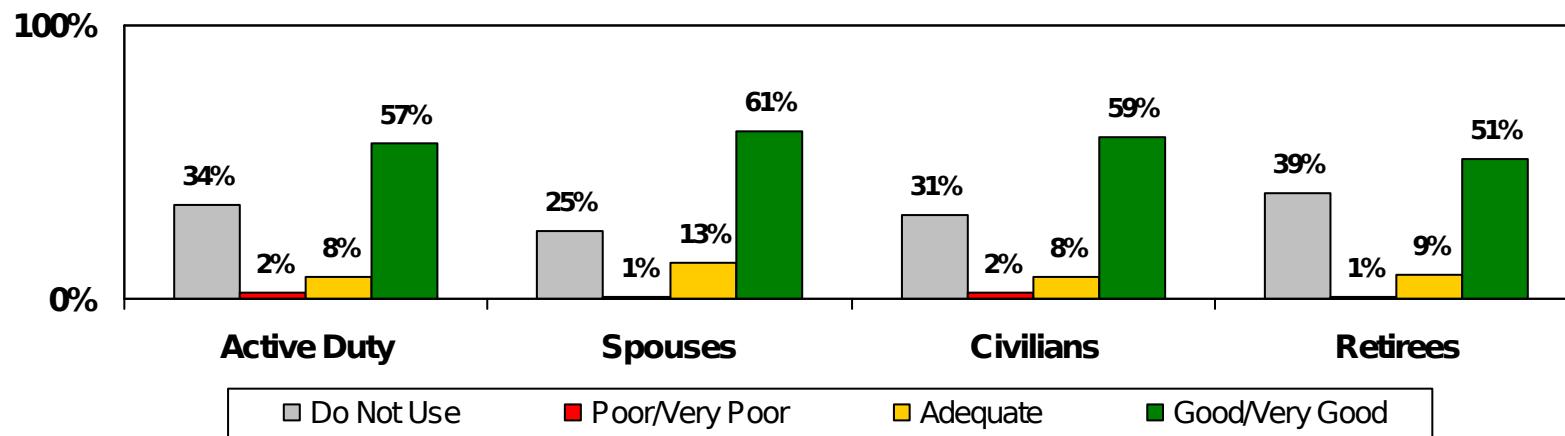
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

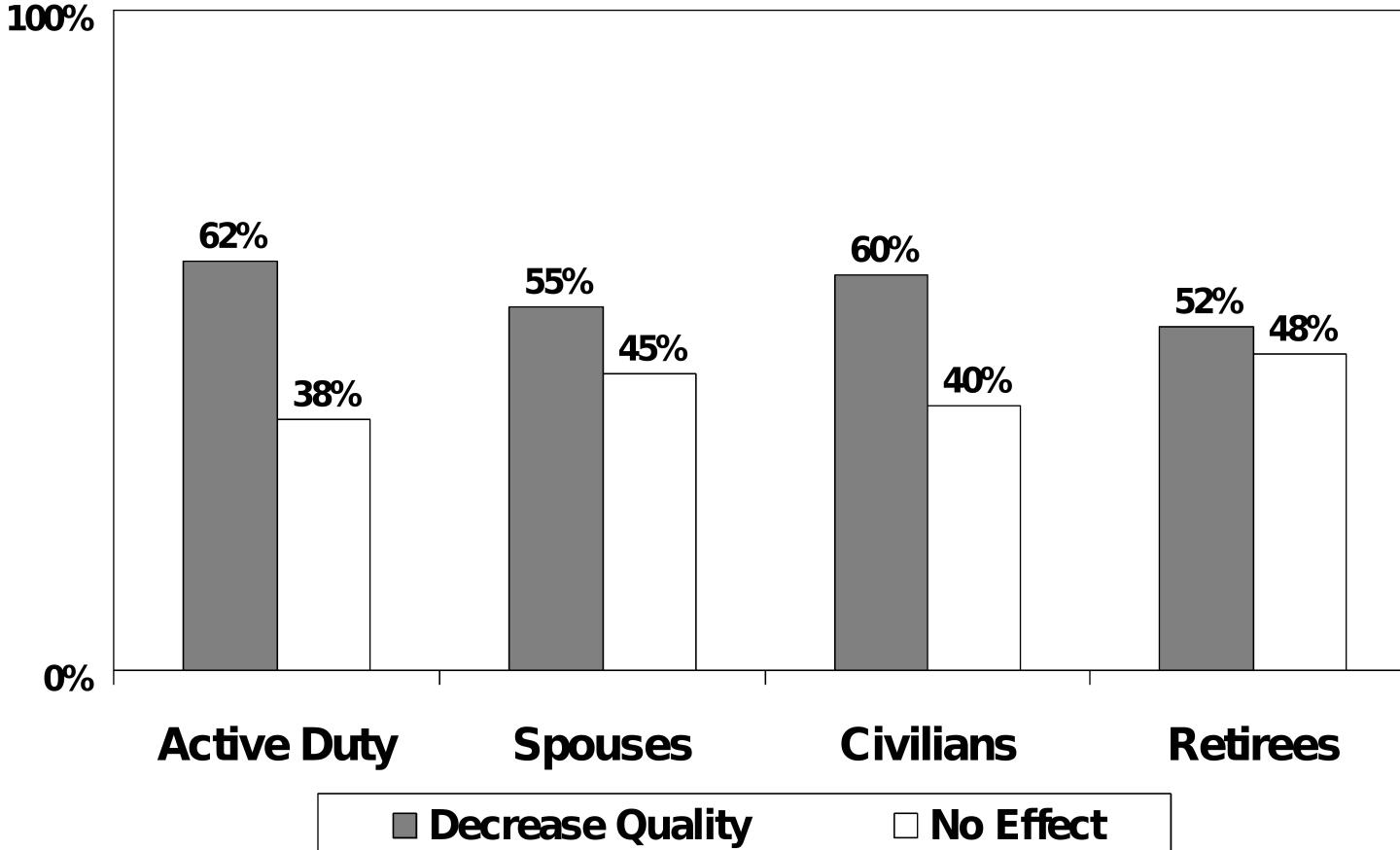


## Quality of Off-Post Services



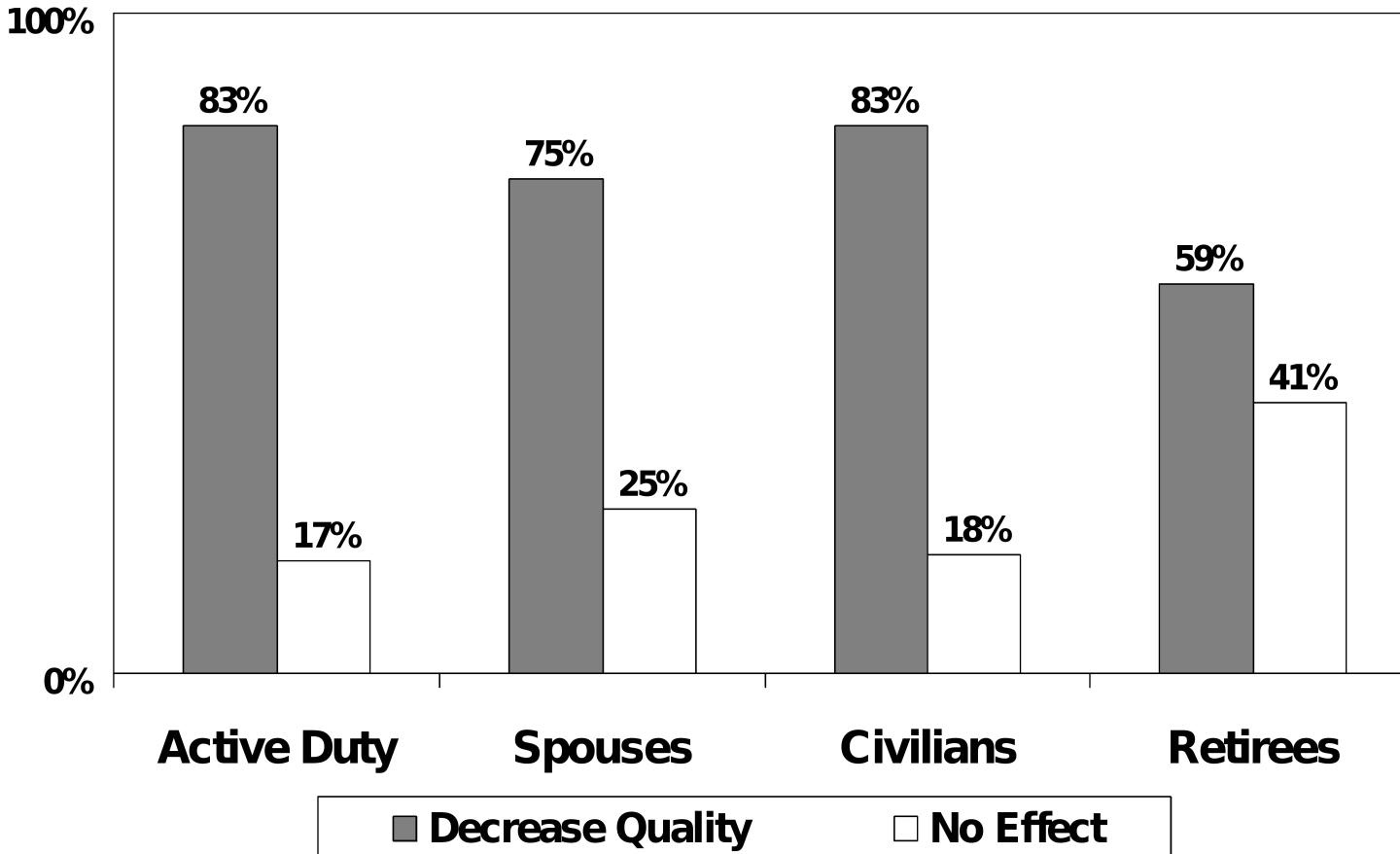
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Fitness Center/Gymnasium	74%
Army Lodging	67%
Child Development Center	62%
Youth Center	52%
Library	48%
Swimming Pool	47%
Athletic Fields	39%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	68%
Car Wash	58%
Cabins & Campground	53%
Bowling Pro Shop	53%
Golf Course Pro Shop	52%
Arts & Crafts Center	43%
Golf Course Food & Beverage	36%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	12%	19%	11%	17%
E-mail	24%	12%	<b>52%</b>	10%	<b>36%</b>
Friends and neighbors	32%	<b>28%</b>	19%	21%	23%
Family Readiness Groups (FRGs)	7%	4%	2%	1%	3%
Bulletin boards on post	<b>37%</b>	<b>23%</b>	33%	19%	30%
Post newspaper	<b>46%</b>	<b>52%</b>	<b>62%</b>	<b>49%</b>	<b>56%</b>
MWR publications	25%	19%	<b>45%</b>	<b>33%</b>	<b>37%</b>
Radio	1%	1%	3%	1%	2%
Television	2%	3%	3%	2%	3%
My child(ren) let(s) me know	3%	4%	0%	2%	1%
Other unit members or co-workers	35%	10%	24%	7%	22%
Unit or post commander or supervisor	28%	4%	2%	2%	7%
Marquees/billboards	20%	18%	21%	17%	20%
Flyers	<b>37%</b>	20%	26%	<b>28%</b>	28%
Other	15%	11%	10%	17%	13%
I never hear anything	2%	18%	2%	16%	6%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	76%	93%
Better Opportunities for Single Soldiers	59%	N/A
Army Community Service	59%	50%
MWR Programs and Services	80%	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	91%	9%
Outreach programs	37%	87%	13%
Family Readiness Groups	63%	85%	15%
Relocation Readiness Program	64%	87%	13%
Family Advocacy Program	63%	85%	15%
Crisis intervention	43%	83%	17%
Money management classes, budgeting assistance	60%	81%	19%
Financial counseling, including tax assistance	66%	89%	11%
Consumer information	28%	93%	8%
Employment Readiness Program	40%	89%	11%
Foster child care	16%	95%	5%
Exceptional Family Member Program	63%	85%	15%
Army Family Team Building	38%	89%	11%
Army Family Action Plan	33%	91%	9%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	84%	16%
Outreach programs	33%	77%	23%
Family Readiness Groups	54%	72%	28%
Relocation Readiness Program	64%	90%	10%
Family Advocacy Program	58%	88%	12%
Crisis intervention	36%	90%	10%
Money management classes, budgeting assistance	41%	76%	24%
Financial counseling, including tax assistance	51%	84%	16%
Consumer information	22%	79%	21%
Employment Readiness Program	48%	68%	32%
Foster child care	15%	33%	67%
Exceptional Family Member Program	60%	82%	18%
Army Family Team Building	28%	63%	38%
Army Family Action Plan	22%	67%	33%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	51%	39%
Personal job performance/readiness	53%	38%
Unit cohesion and teamwork	52%	28%
Unit readiness	56%	42%
Relationship with my spouse	50%	32%
Relationship with my children	51%	31%
My family's adjustment to Army life	53%	46%
Family preparedness for deployments	53%	46%
Ability to manage my finances	50%	24%
Feeling that I am part of the military community	54%	38%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	73%	83%
Helps minimize lost duty/work time due to lack of child care/youth services	70%	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	69%	63%
Allows me to work outside my home	71%	68%
Allows me to work at home	50%	60%
Offers me an employment opportunity within the CYS program	52%	53%
Allows me/my spouse to better concentrate on my/our job(s)	72%	66%
Provides positive growth and development opportunities for my children	80%	73%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

## (BOSS):

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### POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	55%
Personal job performance/readiness	54%
Unit cohesion and teamwork	64%
Unit readiness	58%
Ability to manage my finances	56%
Feeling that I am part of the military community	63%
Relationship with my children (single parents)	68%
My family's adjustment to Army life (single parents)	63%
Family preparedness for deployments (single parents)	68%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	67%
Internet access/applications (home)	67%
Entertaining guests at home	63%
Special family events	51%
Festivals/events	50%
Attending sports events	50%
Plays/shows/concerts	45%
Gardening	43%
Walking	42%

## Top 5 for Spouses of Active Duty

Going to movie theaters	75%
Entertaining guests at home	73%
Watching TV, videotapes, and DVDs	70%
Internet access/applications (home)	64%
Special family events	58%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	88%
Going to movie theaters	81%
Internet access/applications (home)	77%
Entertaining guests at home	64%
Festivals/events	63%

## Top 5 for Active Duty

Entertaining guests at home	61%
Internet access/applications (home)	55%
Special family events	43%
Night clubs/lounges	36%
Dancing	34%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	75%
Entertaining guests at home	61%
Walking	58%
Internet access/applications (home)	54%
Going to movie theaters	51%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	13%
Self-directed sports tournaments	7%
Softball	6%
Touch/flag football	6%
Soccer	6%

## Sports and Fitness

Walking	42%
Cardiovascular equipment	28%
Weight/strength training	27%
Group exercise classes	21%
Bowling	17%

## Outdoor Recreation

Going to beaches/lakes	35%
Picnicking	29%
Camping/hiking/backpacking	17%
Bicycle riding/mountain biking	17%
Fishing	15%

## Entertainment

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	67%
Festivals/events	50%
Attending sports events	50%
Plays/shows/concerts	45%

## Social

Entertaining guests at home	63%
Special family events	51%
Dancing	32%
Night clubs/lounges	25%
Happy hour/social hour	21%

## Special Interests

Internet access/applications (home)	67%
Gardening	43%
Automotive detailing/washing	27%
Automotive maintenance & repair	26%
Digital photography	25%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	23%	N/A	23%
Reading	23%	N/A	23%
Multi-media (videos, DVDs, CDs)	19%	N/A	19%
Reference/research services	18%	N/A	18%
Walking	17%	25%	42%
Festivals/events	17%	34%	50%
Cardiovascular equipment	16%	11%	28%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

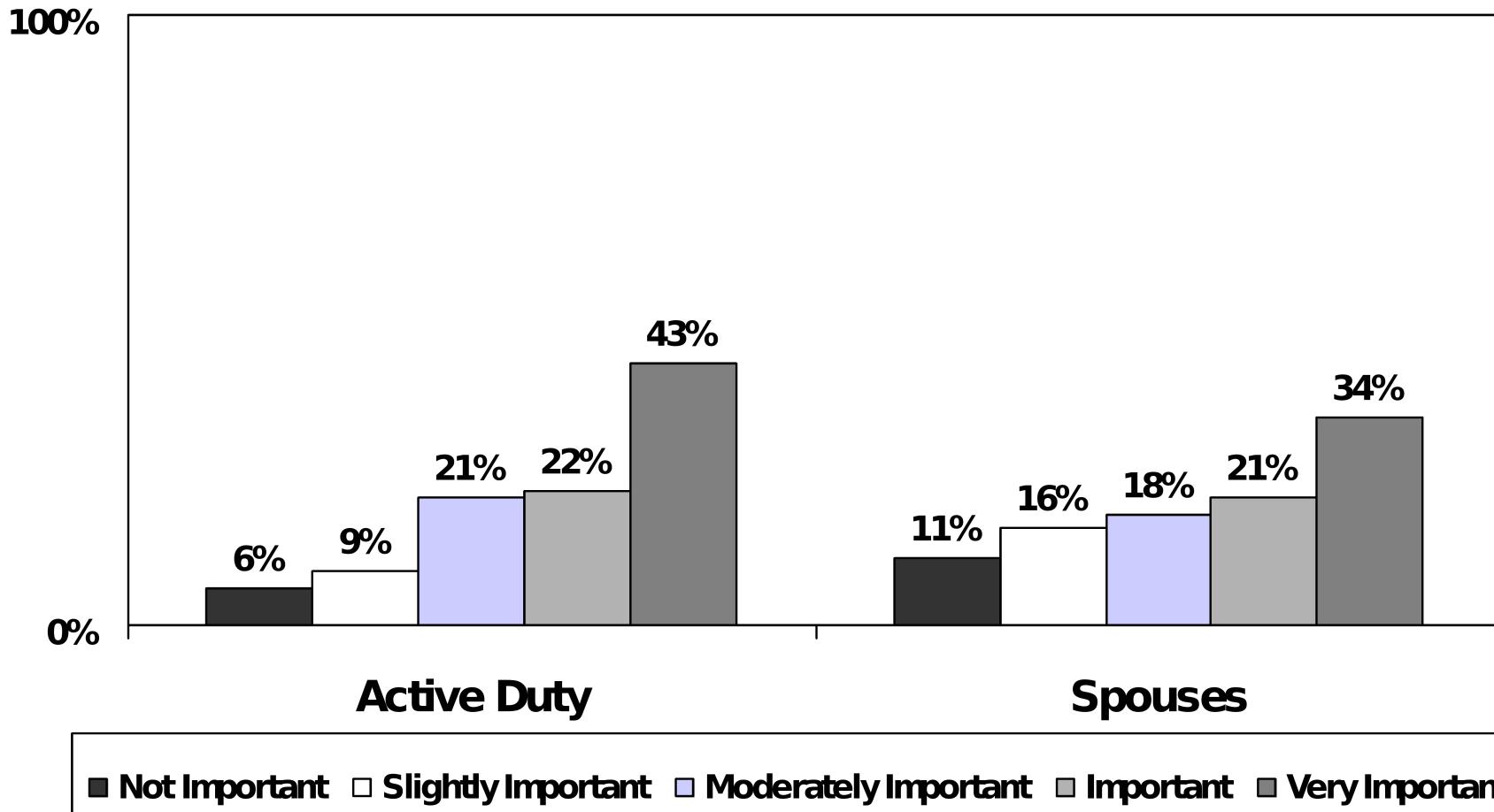
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	5%	51%	67%
Gardening	1%	6%	36%	43%
Automotive detailing/washing	3%	9%	14%	27%
Automotive maintenance & repair	8%	9%	9%	26%
Digital photography	1%	5%	19%	23%
Computer games	1%	3%	19%	23%
Trips/touring	2%	20%	0%	22%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

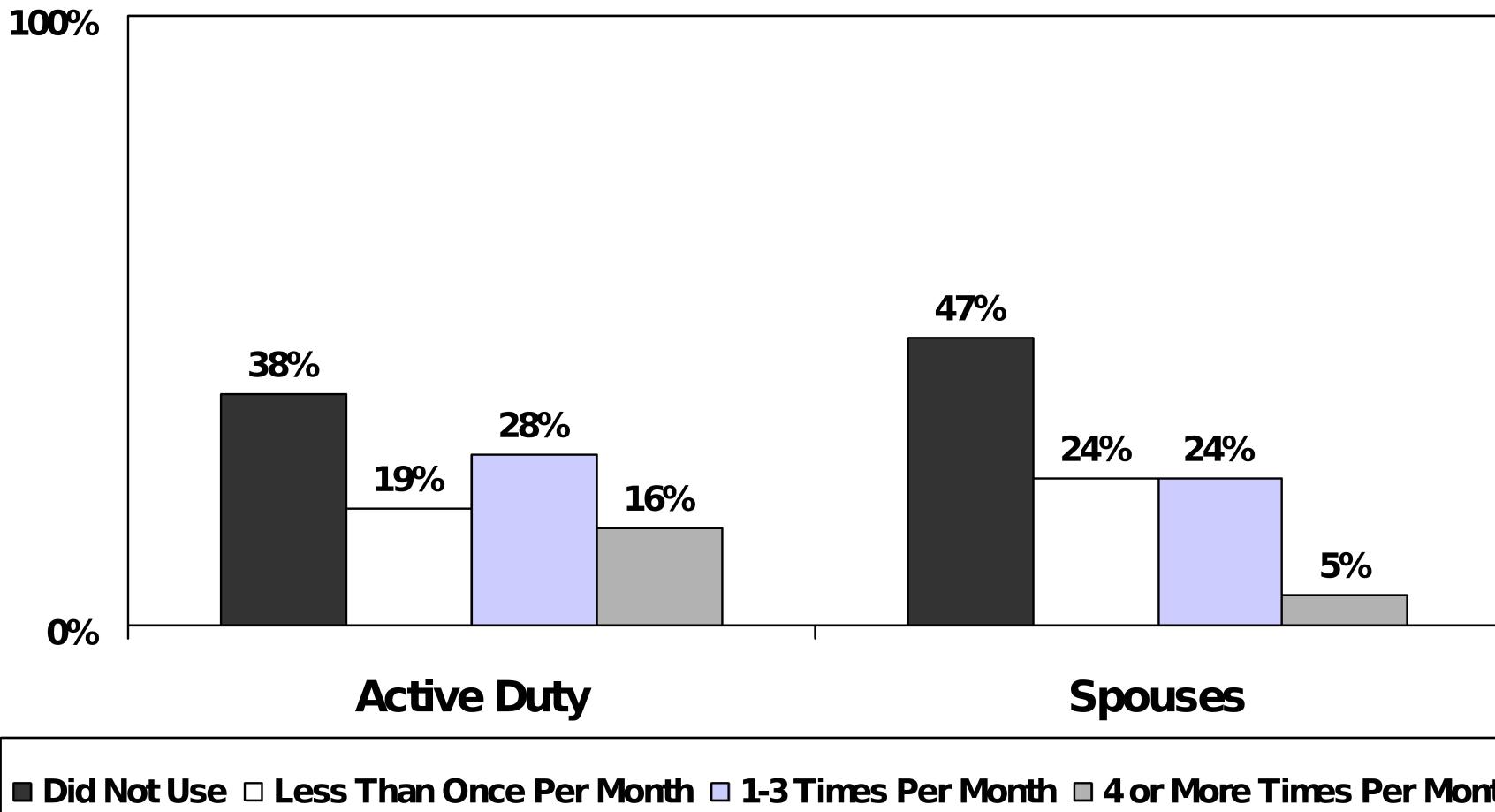
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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

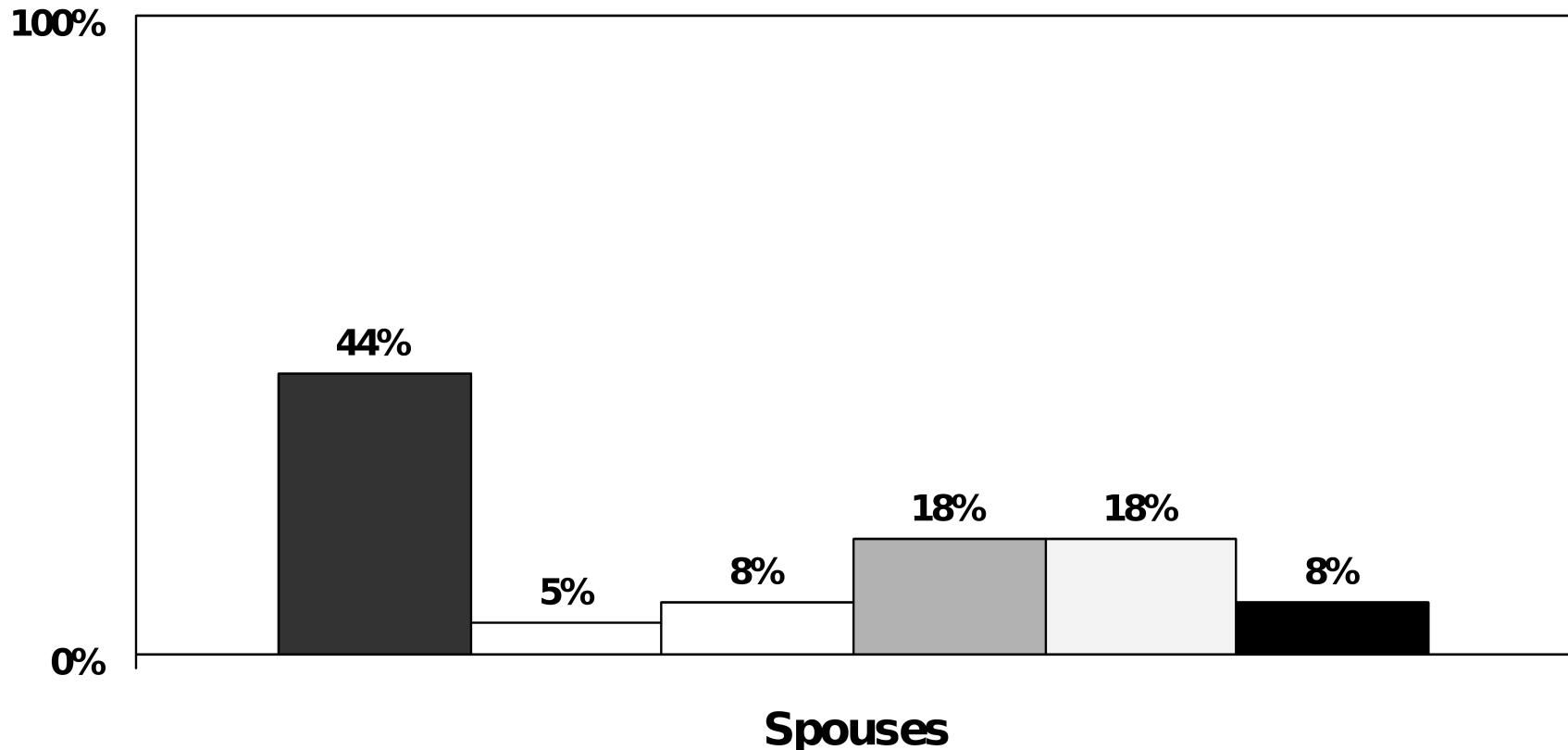
## INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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- Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	17%
Probably will not make military a career	13%
Undecided	20%
Probably will make military a career	14%
Definitely will make military a career	36%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	21%
Yes	69%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)